

Abstract

The bachelor thesis *The Communist propaganda in the children's magazine Ohníček* focuses on finding propagandistic themes in *Ohníček* from 1950 to 1953. In the work, articles and pictures with propagandistic subtext are explored with the help of qualitative content analysis and they are included in the thematic categories. In addition to a qualitative content analysis, the work also contains a frequency analysis that represents the most frequently used topics. In the theoretical part, thanks to contemporary literature dealing with this period, the historical context and the most important events of these years are presented. Here are also presented the most important personalities of both Czechoslovak and Soviet politics. In a separate chapter there is a brief history of the magazine *Ohníček*. The next chapter of this thesis explains the concept of propaganda and its tools and describes the largest propagandistic campaigns taking place in the Czechoslovakia. The conclusion of the thesis is an evaluation of the found propaganda themes. The main objective is to point out how the Communist regime manipulated children's readers and how the information printed in the *Ohníček* magazine differs with contemporary historical literature.